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DE RUEHBHD #0209 2470707
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FM AMEMBASSY BANDAR SERI BEGAWAN
TO RUEHC/SECSTATE WASHDC 4635
INFO RUCPDOC/DEPT OF COMMERCE WASHDC
RUEHBK/AMEMBASSY BANGKOK 2075

UNCLAS BANDAR SERI BEGAWAN 000209

SIPDIS

STATE PASS FOR EAP/MTS/COPPOLAMG, EEB/TPP/IPE/URBANJ
STATE PASS USTR/EHLERSK
STATE PASS FOR USPTO
BANGKOK FOR FCS/NESSJ

E.O. 12958: N/A

TAGS: [KIPR](#) [ETRD](#) [ECON](#) [EINV](#) [USTR](#) [BX](#)

SUBJECT: BRUNEI MUSICIANS ACKNOWLEDGE IMPORTANCE OF COPYRIGHT PROTECTION

SUMMARY

¶1. (SBU) Local music composers and lyricists recently met with the International Confederation of Authors and Composers (CISAC) to discuss the establishment of a collective management organization (CMO). The CMO will manage and protect the copyright of players in the local music industry by collecting royalties for their music played for commercial use. Establishment of the CMO is further indication of the collective efforts of USPTO, USTR and the fast moving boots on the ground efforts of US Embassy mission personnel to improve overall Intellectual Property Rights (IPR) in Brunei. End Summary

BENEFIT TO BRUNEI MUSICIANS

¶12. (SBU) Fathan Anwar, a well-known local composer and producer, is spearheading the drive for the establishment of the CMO. A lawyer by profession, and former magistrate, Fathan is well-poised to pioneer the set-up of the CMO. With the support of the Attorney General's Chambers (AGC), Fathan chaired the inaugural meeting where CISAC's Regional Director, Kwee Tiang Ang, provided guidelines on steps towards the setup of a Brunei CMO under the umbrella of CISAC.

Ang stated that aside from the financial benefit to local musicians, the CMO would ensure their copyrights are protected locally and abroad. This in turn will boost the growth of the music industry in Brunei and encourage more talented Bruneians to venture into full-time careers as composers and songwriters. Both Ang and Fathan agreed that a major hurdle would be persuading local users to pay royalties for songs and music that previously available at no charge. Fathan further stated that government support is crucial for the CMO as most of local music is broadcast by the national radio and television channels. Several local artists and composers expressed their support for the CMO where they will be rightly compensated for their work. They see the CMO as a positive effort to protect local musicians.

COMMENT

¶13. (SBU) While the move to establish a CMO is lauded as a positive move for the protection of the local music industry, implementation of copyright enforcement has to be carried out smoothly. This sudden change may create a socio-economic impact on the population. Recording Industry Malaysia (RIM) recently publicized their intention to eradicate music piracy in Brunei. Cheap CDs are off the shelves. Mobile phone content providers have RIM (and eventually Brunei CMO one would guess) knocking on their doors demanding royalties for ringtones. The government funded radio stations (RTB) and private station (Kristal) will have to bear additional costs of royalties for music and songs, which are currently broadcast on air for free. Already faced with increased CD prices, possible future increased cost of ringtone downloads and

radio subscriptions, the public may react by resorting to a different level of music piracy: web download and file-to-file sharing.

TODD